

## **CUSTOM FIT SALES OF FOOTWEAR**

### **Abstract of the Invention**

A method whereby a customer may purchase footwear through a remote communication channel, and be assured that the purchased footwear will properly fit upon delivery. The customer purchases footwear by designating the last that is used to construct the footwear. A customer may identify a particular last based upon careful measurement of the customer's feet. A customer may also identify a last based upon previous experience with footwear constructed using the last.